



# WEEKLY REVIEW

Over  
100 Per Cent  
Gain for  
Last Week  
of July



# The Weekly Review



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## JULY BUSINESS

While the returns are not as yet all in for the last week of July, we find that at the present time our increase is more than 100% over the corresponding week of a year ago. We feel that it is our duty to acquaint the sales force with these facts, for the reason that this is the largest increase that we have shown for several months, and if we are not very much mistaken, we believe that it means an exceptionally good fall business.

July as a whole was much better than we expected it would be, and while August has just begun every indication is that it will keep up the pace that July has set, and we would not be surprised to see business during this, which was our dullest month last year, even better than its predecessor.

Many of our men are sending in nearly, if not quite, as steady a business as they did early in the year; others are sending in business spasmodically; then, we have a few who do not seem to think that there is any business to be had at this time. To illustrate that they are mistaken we want to cite the case of our Mr. S. L. Smith, who about April 1st, went into a Western field—not considered one of the best, after our representative who went in there early in the year made a failure of the proposition, and with the exception of a little more than two weeks when he was called home to attend to private business, he has been working steadily in this field after all the principal houses have covered the ground, and furthermore has succeeded in doing an average business that would look good at almost any time of the year. He is working the territory from town to town, covering it closely with the view

of building the field up for future prospects.

We have several men in territories adjacent who have been in the field since the first of the year, and who did exceptionally well early, but who have not put in that same steady work which counts so much during the summer months, and whose totals would certainly be much larger than they are at this time had they carried out Mr. Smith's methods.

This is not written with a view of finding fault, for we thoroughly believe that every man is in his own peculiar way doing the best he knows how, but we cannot help but feel that if a number of the men changed their methods, and got over the habit of feeling that the business is all placed, that they would have no trouble doing at least a good paying business until November 15th or December 1st.

We admit that during last year, August was our poorest month. July has shown such an improvement over the July of a year ago, that we believe that if every salesman will do his duty by giving us his assistance in the way of steady work, that we will take August out of the class of poor months, and make it stack up equally as well as any month since the first of May.

Do not expect that you are going to find as many calendar buyers waiting for you, ready to buy, now as you did in the early months of the year. Do not get discouraged if you make twenty or thirty calls without a sale. Always remember, that if you keep everlastingly at it that you are bound to find a buyer about every so often. So, instead of going to the hotel with a feeling that there is no business after you put in two or three hours of hard work, keep right after them, and you will find that when night



comes that you have probably saved yourself a skunk, and earned a good commission for your day's work.

Now let every man who is not putting in full time do his best to give us six days work a week, not only for the balance of August but for the balance of this year. Remember that our paintings, plates and samples cost us a great deal of money, and that at this time they are all paid for, and any business which we write from now on will show a larger percentage of profit than the early business, for we are always compelled to make thousands of dollars to cover this initial cost before we can

figure that we are making any money for the Company. I trust that every man will feel it his duty to report daily, unless he is sick or on a vacation, during the month of August, and that at the end of the month we may be able to announce that our August business has shown a very substantial increase over that of a year ago, and that the total volume of business has been at least as great as that of the previous few months.

I assure you that the Company will appreciate any special effort which you put forth that will make it possible for us to accomplish this result.

T. R. GERLACH.

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## THE CONTEST

As far as actual work in the field goes the contest is over. We however, are reviewing the next to the last week of the contest, and in next issue of the Review will announce the winners. We are frank to say that if we had a desire to announce the winners at this time we could not do so as the finish is very close. When we state to you that there is only a difference of 28 points between the fourth man and the tenth man, you will understand that it is a pretty close finish, as it is not a difficult matter to make a big score, in fact scores of 40 points and as high as 50 points have been made almost weekly in the contest.

Everything depends on the final reports for the week ending the 31st, and it is a guess as to just who is going to figure among the seven prize winners.

A glance at the total score up to and including July 24th shows that Mr. McLaughlin still holds the lead. Mr. Conkling stands number two, Mr. Beelman number three, Mr. Thompson number four, Mr. Cies number five, Mr. Parks number six and Mr. Brooks number seven. There are several men who follow closely, any one of which could get up among the prize winners by writing a good week.

The score sheet for week ending the 24th shows that Mr. McLaughlin's and Mr. Brooks' sales show the same percentage of increase and

they each count ten points under heading "largest percentage of increase." Mr. McLaughlin's total score of 32 is made in the following manner. His sales for the week show an increase of 25 per cent. over his average, and he counts 15 points. This increase was the same as shown by Mr. McLaughlin and he counts ten points under this heading. He wrote business five days and one Mailing Card or Blotter order.

Mr. McCully follows with a score of 30. His total is slightly behind his average for the year, still he scores eight points. He reports the largest number of orders counting ten points, and business every day gives him another ten points. He wrote two Mailing Card or Blotter orders, giving him a total of 30.

Mr. Brooks follows with a total just two points less, his score being 28. He writes a business showing slightly better than a 25 per cent. gain over his average and scores 15 points. As stated above Mr. McLaughlin's and Mr. Brooks' sales show exactly the same number of points. In other words the increase shown by both these men is practically the same and we are counting them each ten points, eliminating the five points usually given second man.

Mr. S. L. Smith follows with a score of 24 for the week. He writes a business slightly behind his average for the year, scoring eight points. He had the second largest number of orders, and he counts five points under this



heading. He wrote business every day which gives him ten points and one mailing card or blotter order.

Mr. Meyer makes a score of 17. He writes a business 20 per cent. in excess of his average for the year, and his score under this heading is thirteen. He reported business for three days and one Mailing Card or Blotter order.

Mr. Marks and Mr. White tie for sixth place with a score of 16 points each. Mr. Marks makes his score by writing a business twenty per cent. over his average, scoring thirteen points. He reported business two days and one Mailing Card or Blotter order. Mr. White's points are made in this way. He writes a business nearly twenty per cent. over his average and scores thirteen points. Business for three days gives him three points more.

Mr. Moore makes a score of fifteen for the week. He writes a business slightly behind his average for the week, his score being nine. He reported business for five days which gives him six points.

Messrs. Cies and Henaghan tie for eighth place with fourteen points each. Mr. Cies makes his score in this way. He counts six points on weekly sales, which are behind his average. He wrote business five days counting him six points, and two Mailing Card or Blotter orders. Mr. Henaghan writes a business close up to his average and scores nine points. He wrote business four days and one Mailing Card or Blotter order.

Mr. Conkling stands number nine with

twelve points. His business was not up to average and he counts six points. He wrote business five days giving him six additional points.

There are six salesmen who tie for tenth place with a score of ten points each, viz: Messrs. Fadely, Fairbairn, Saxton, Shepard, Ungerer and Woodman.

## LEFT-OVER WITHDRAWALS

### CARDBOARDS

- 1493 Under the Lilacs
- 1494 Off Montauk Point
- 1492 A Passing Cloud
- 1591 Early Autumn--Holland
- 3695 On Board Walk
- 3991 On Board Walk

### HANGER

- 291 In the Scotch Highlands

Salesmen are requested to destroy samples of the above numbers immediately, as no further orders will be accepted.

## STANDING OF G.-B. SALESMEN WEEK ENDING, JULY 24, 1909:

	No. Orders
Albert .....	Not Working
Barber ..	0
Beelman .....	7
Bowles .....	Not Working
Brooks .....	28
Carter .....	8
Cies .....	14
Conkling .....	12
Coulter .....	2
Ellis .....	0
Fadely .....	10
Fairbairn .....	10
Finley .....	3
Gerlach, A. E. ....	5
Henaghan .....	14
Huffert .....	8
Lindsley .....	2
Lott .....	9
McCullough .....	4
McCully .....	30

	No. Orders
McDonald, H. B. ....	Not Working
McDonald, W. A. ....	Not Working
McLaughlin .....	32
Marks .....	16
Meyer .....	17
Moore .....	15
Osmun .....	9
Parks .....	5
Reilly .....	3
Roberts .....	Not Working
Saxton .....	10
Shepard .....	10
Shimmin .....	8
Smith, F. A. ....	Not Working
Smith, H. E. ....	0
Smith, S. L. ....	24
Thompson .....	4
Ungerer .....	10
White .....	16
Woodman .....	10



# ENORMOUS GAIN FOR LAST WEEK OF JULY

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## Reports Not All In, But We Can Safely Announce Increase of Over One Hundred Per Cent

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### Everything Points to a Big Business This Month.---Are You Going to Get Your Share?

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As announced above, sales for the last week of July will show an increase of at least 100 per cent. over the corresponding week of last year. This will mean that we are able to report the largest sales for any week, since the beginning of June, with the exception of charter week. Ordinarily we would not discuss business for week ending the thirty-first in this issue of the Review, but we believe that an announcement of this sort will encourage the sales force to go after the business that is being placed. We confidently look to see August show a very substantial gain over last year. There is no reason on earth why it should not show a 100 per cent increase. We have been able to show a splendid increase every week since entering the field the first of the year, and there is no reason why this same increase should not continue. This means that those of you who worked last August should be able to go out and double your sales this month.

Now a few words as regards week ending July twenty-fourth. The sales show a nice increase, and we furthermore, note that we booked the largest number of orders for any week, since the second week of June with the exception of charter week. This fact coupled with the announcement that the sales for the last week of the month are going to show an increase of over 100 per cent. over the corresponding week of last year proves conclusively that there is a good business being placed through the country, and we would suggest that vacation days end and that every man get into the harness.

While of course, we all feel more or less listless during the hot summer months, it is a very easy matter to imagine that it is a good deal worse than it really is. A few days ago the writer was very forcibly impressed with what an important part this very point can

play in salesmanship. Last week, on an extremely warm day a young man came into our offices. While he apparently was as warm as anyone would have been, coming off the streets, the fact did not seem to worry him, and apparently the thought of discussing the weather never entered his mind. He immediately proceeded to state his business in a cheerful and enthusiastic manner. The writer actually forgot that he was warm himself in talking to this young man. He certainly would have made a sale had the writer been the buyer and had he been selling something that we required.

Now for the contrast; the same afternoon a *near-salesman* entered our offices. It was easy to see that he was beaten before he began. He started off by speaking of the weather, and a remark that any man was a fool to try and get business such weather. His very attitude and manner said, "I have come to get your order for ———, but I do not expect to get it."

He plainly showed that he felt he was imposing on us in taking up our valuable time, and it actually made the writer uncomfortable and warm under the collar to listen to his harangue. Nobody likes the Uriah Heep kind of a salesman who spends half his time apologizing for coming around on a warm day and taking up your time.

The important thing for a salesman to do is to put the prospective customer into such a position that it will not be easy for him to turn him down. He should try to make his prospect feel perfectly at ease. His manner should carry confidence and enthusiasm. Even if unable to get an order the salesman should win a man's respect and admiration. He should by a masterly bearing treat customers or prospective customers on a plane of equality.

In discussing salesmanship not long ago, a



friend of the writer's, a shrewd business man by the way, mentioned a certain salesman who had called on him for some years back. As a matter of fact he had called on him with two or three different lines of goods, each line being better than the previous one he had handled. This salesman, he went on to say, always entered his office with a face that was radiant with interest in his purpose and he was always so bubbling over with enthusiasm that he won confidence and admiration at the very start.

The gentleman referred to, added that he invariably gave this young salesman an order, even though on one or two occasions he actually did not need the goods.

We all have to admit that we like to do business with a man that is a good feeler. Therefore, when we are trying to sell a prospect, we should feel good or at least apparently so. The very act of trying to feel good and carry a pleasant smile has a tendency to improve one's feelings. Try it.

## WEEK ENDING, JULY 24th

While there was no spectacular work done by the sales force, the sales for the week show a substantial increase over the corresponding week of last year, and a number of men wrote a satisfactory business, if not a spectacular business.

Mr. Meyers leads the force for the week. He reports business for three days and a total of five orders. His best day was Thursday on which he wrote three orders amounting to \$307.00.

Mr. Shimmin stands number two. His best order was written on Saturday and amounts to \$181.00.

Mr. Brooks stands number three with a total of just a few dollars less than that of Mr. Shimmin. Friday was his best day, his two orders for the day amounting to \$160.00.

Mr. Woodman follows closely behind Mr. Brooks. He reports a business four days, and a very fair total. In addition to this he had a subject to countermand order pass the critical point. This order amounts to \$75.00 and of course, helps out his total for the week. His largest order was written on Friday and amounts to \$95.00.

Mr. White has a total about \$10.00 less than that of Mr. Woodman. He reports four orders, the largest of which amount to \$144.00.

Mr. S. L. Smith follows. He reports a total of eight orders and business every day. He wrote one order each on Monday, Wednesday, Friday and Saturday, and two orders each for Tuesday and Thursday.

Mr. Moore stands number seven. He reports six orders and business for five days.

Mr. Cies is number eight with five orders and business for five days. His best order amounting to \$102.00 was booked on Friday.

Of course, there are the usual number of other salesmen who have reported a fair business, but it is still noticed that many are absent from the field on account of sickness, vacations, and for one reason or another. July is always a month when a great many people lay off. Now that August is here we hope that these men will get back in the harness, in fact we would strongly advise doing so, as business is showing a decided improvement.

It looks as though we are going to be able to announce a spectacular week ending the month of July. As a matter of fact sales will without doubt show an increase of more than 100 per cent. over the corresponding week of last year. This would certainly indicate that business is good, and we strongly advise that every man get into the game and get his share of the business that is going to be placed within the next few months.

### Days' Business.

Mr. McCully and Mr. S. L. Smith report perfect weeks, Mr. McCully has a total of nine orders, and Mr. S. L. Smith a total of eight orders. The following salesmen report business for five days: Messrs. Cies, Conkling, McLaughlin, Moore and Woodman. Those writing business on four days are as follows: Messrs. Carter, Fadely, Fairbairn, Henaghan, Huffert, Lott, Matthews, Saxton and Ungerer.

We are frank to say that the showing under this heading shows an improvement over the past three or four weeks, all of which would bear out our statement made elsewhere that things are going to liven up in the field.

### Number of Orders.

To Mr. McCully falls the honor of writing the largest number of orders for the week. He has a total of nine and as stated elsewhere.



wrote business every day. This is a nice showing for this time of the year. Mr. S. L. Smith follows with eight orders. Messrs. Conkling, and McLaughlin tie for third place with seven orders each. Messrs. Fairbairn, Lott, Moore and Oxford tie for fourth place with six each. Several salesmen tie for fifth place with five orders each, viz: Messrs. Brooks, Byron, Cies,

Henaghan, Meyer, Ungerer and Woodman. The following salesmen tie for sixth place with four orders each: Messrs. Beelman, Carter, Fadely, Huffert, Lambert, Marks, Matthews, Saxton and White.

A larger number of orders were booked this week than any week since charter week. We hope that the good work will keep up.

## G.-B. CO.'S ANNUAL PICNIC

On the first day of August last year we held the first annual G.-B. picnic at Rock Run Park. The idea in making the picnic an annual event is to cultivate a feeling of fellowship and to bring employees in closer touch with one another and the management. The first picnic was a big success and we told all about it in the pages of the Review.

Our second annual picnic occurred Saturday, July thirty-first. The factory was closed for the day and some 300 employees and friends met at the docks at 8:00 o'clock. The boat engaged for the day had ample room, and an orchestra was on board, dancing and singing being indulged in during the hour and one-half required to make the trip.

Everyone from the officers of the Company down to the printer's devil entered into the spirit of the day with the purpose of having a good time, and it certainly was a happy throng.

The trip was made in schedule time, and shortly after arriving the athletic events began. Here follows a program of the day, and by the way, the Company defrayed all expenses. Ice Cream, Coffee, Lemonade and Pop were served all day and could be had for the asking.

### PROGRAM OF EVENTS

8:00 a. m. Boat leaves Jefferson street landing: Music and dancing on boat.

9:45 a. m. Land at Rock Run.

10:30 a. m. Athletic events.

1. 100-yard dash for single men.

Prizes, \$1.50, 1.00 and 50c.

2. Egg race for ladies.

Prizes, Beauty pins, \$1.00 and 50c.

3. 100-yard dash for married men.

Prizes, \$1.50, 1.00 and 50c.

4. 50-yard dash for ladies.

Prizes, \$1.50, 1.00 and 50c.

5. 100-yard dash, free for all.

Prizes, \$1.50, 1.00 and 50c.

6. Potato race for ladies.

Prizes, Box Handkerchiefs, \$1.00 and 50c.

7. Step race for ladies.

Prizes, Two and one pound box of Candy.

8. Ball throwing contest for ladies.

Prizes, \$1.50, 1.00 and 50c.

9. Relay races for men.

Prizes, Cigars—\$3.50 and 1.50.

10. Relay races for ladies.

Prizes, Four two pound and four one pound boxes of Candy.

12:30 p. m. Lunch.

1:30 p. m. Everybody is requested to be in the pavilion where short addresses will be delivered by officers of the Company.

2:00 p. m. Hit and run contest.

Prizes, \$2.00, 1.00 and 50c.

2:15 p. m. Ball game.

Prize, Box \$3.50 Cigars.

4:00 p. m. Bowling contest.

Prize, Box \$3.50 Cigars.

Music and Dancing.

5:00 p. m. Prize Waltz.

Prize, \$5. (\$3 to Lady, \$2 to Gentleman).

7:00 p. m. Boat leaves for Joliet.

It is not our intention to announce the winners of the different events here, as the chances are that few of the salesmen would recognize any of the names.

Every event on the program was keenly contested, the entry lists being large, and the program was pulled off without a hitch or a mishap. As far as the writer knows there was not a mishap during the day, and considering the size of the crowd and the pastimes indulged in it is really remarkable.

The ball game was certainly a splendid game. The teams selected were from the first floor



and the second floor, the second floor winning by a score of 6 to 5.

There was dancing more or less all day, and needless to say the younger people, in fact most everyone in the party, indulged more or less. A few salesmen in nearby territory were invited to come in for the picnic, but were unable to respond with the exception of Mr. A. E. Gerlach who represents us in Chicago. Mr. Gerlach attended our first picnic and made the remark that if it cost him \$50.00 he would not miss the second one. If the writer is any judge

of what fun is worth he would make a guess that the genial "Gus" had at least \$50.00 worth of fun.

Two artists who are doing considerable work for us were invited to come out and spend the day with us, which they did, one bringing his family, and they were delighted with the outing.

Altogether the picnic was a great success, and such things only create a feeling of loyalty between the employees and employer. The only regret we have is that the sales force could not be with us on this day.

